



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Atty. Doc. No.: UCC1CIPRCE3

Serial No.: 09/237,718

Filed: January 26, 1999

Group Art Unit: 3622

Confirmation number: 7166

Examiner: Jeffrey D. Carlson

Title: A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB  
ADVERTISING THROUGH USE OF AN ADVERTISING TAG  
EMBEDDED IN A REFERRING WEB PAGE (as amended)

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**PRELIMINARY AMENDMENT**

In response to the Final Office Action dated December 30, 2004 (Paper No. 20041227) and in conjunction with the accompanying request for continued examination, please amend the above-identified patent application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 33 of this paper.